



You Drink & Drive. You Lose. **National Crackdown Sample Press Release** **Community Organizations**

[Organization Letterhead]
For Immediate Release

Contact: [Name]
[Phone, Cell, Beeper,
E-Mail Address]

FIRST YOU DRINK & DRIVE. YOU LOSE. CRACKDOWN SINCE ALL 50 STATES ENACTED .08 BAC LAWS

Largest National Advertising Campaign to Highlight Law Enforcement Efforts

[Date][COMMUNITY ORGANIZATION] announced today its plans to participate in the *You Drink & Drive. You Lose.* nationwide crackdown from August 27 to September 12, 2004. This is the first since all 50 States and the District of Columbia enacted .08 Blood Alcohol Content (BAC) laws for impaired driving. Uniform BAC laws strengthen the hand of law enforcement to arrest and prosecute dangerous drunk drivers to fullest extent of the law. Additionally, for the first time, the crackdown will take place during the Labor Day period to target the end-of-summer impaired driving problem. In 2002, more than 55% of fatalities in motor vehicle crashes that occurred during the Labor Day weekend were alcohol-related.

“Working in the community brings you closer to the people you serve. I see up close and personal when a family is torn apart by tragedy because of drunk driving. So our message is clear – *You Drink & Drive. You Lose.*” said [COMMUNITY ORGANIZATION LEADER]. “Don’t turn your holiday into a jail stay, or worse, a one way trip to the trauma center or hospital. ”

The *You Drink & Drive. You Lose.* Crackdown, which began in 1999, combines highly visible law enforcement with a \$14 million national advertising campaign – the largest paid media buy in the crackdown’s history. Advertising during the crackdown alerts motorists that if you drink and drive irresponsibly, chances are you will be caught.

The National Highway Traffic Safety Administration (NHTSA) studies show that nearly 97 percent of Americans view drinking and driving by others as a threat to their families and themselves. Indeed, Americans support tougher enforcement and rank drunk driving ahead of healthcare, poverty, the environment and gun control as an important social issue. The majority of Americans support increased enforcements efforts

NHTSA estimates that 17,401 people were killed in alcohol-related crashes in 2003. This represents 40% of the 43,220 people killed in all traffic crashes. Last year, there was a more than 2% increase in fatalities of motorcyclists in alcohol-related crashes. To counter this deadly trend, law enforcement officers will be on the lookout for one or more of the following characteristics of motorcycle drivers: drifting during turns or curves, having trouble with dismount, and being unbalanced at stops.

[COMMUNITY ORGANIZATION LEADER] reminds everyone:

- Be responsible and don't risk it ... you will be caught.
- If you plan to drink, choose a designated driver before going out.
- Take mass transit, a taxicab, or ask a sober friend to drive you home.
- Spend the night where the activity is held.
- Report impaired drivers to law enforcement.
- Always buckle up – it's your best defense against an impaired driver.

For more information about the crackdown on alcohol-related crash statistics, visit www.StopImpairedDriving.org



You Drink & Drive. You Lose. **National Crackdown Sample Press Release**

[Organization Letterhead]
For Immediate Release

Contact: [Name]
[Phone, Cell, Beeper, E-Mail
Address]

FIRST *YOU DRINK & DRIVE. YOU LOSE.* CRACKDOWN SINCE ALL 50 STATES ENACTED .08 BAC LAWS

Largest National Advertising Campaign to Highlight Law Enforcement Efforts

[Date][LAW ENFORCEMENT AGENCY] announced today its plans to participate in the *You Drink & Drive. You Lose.* nationwide crackdown from August 27 to September 12, 2004. This is the first since all 50 States and the District of Columbia enacted .08 Blood Alcohol Content (BAC) laws for impaired driving. Uniform BAC laws strengthen the hand of law enforcement to arrest and prosecute dangerous drunk drivers to fullest extent of the law. Additionally, for the first time, the crackdown will take place during the Labor Day period to target the end-of-summer impaired driving problem.

“Our message is clear – *You Drink & Drive. You Lose.*” said [LOCAL LAW ENFORCEMENT OFFICIAL]. “You can be sure that checkpoints, roving patrols and undercover officers will be out in force. So chances are if you drive impaired this Labor Day, you will get caught. Refuse a sobriety test and you can lose your license on the spot and have your car impounded. Don’t turn your holiday into a jail stay. ”

The *You Drink & Drive. You Lose.* Crackdown, which began in 1999, combines highly visible law enforcement with a \$14 million national advertising campaign – the largest paid media buy in the crackdown’s history. Advertising during the crackdown highlights the law enforcement component that will be strictly enforcing drunk driving laws during the three-week crackdown period.

The National Highway Traffic Safety Administration (NHTSA) studies show that nearly 97 percent of Americans view drinking and driving by others as a threat to their families and themselves. Indeed, Americans support tougher enforcement and rank drunk driving ahead of healthcare, poverty, the environment and gun control as an important social issue. The majority of Americans support increased enforcements efforts.

NHTSA estimates that 17,401 people were killed in alcohol-related crashes in 2003. This represents 40% of the 43,220 people killed in all traffic crashes. Intoxication rates for motorcycle riders continue to be even higher than that of passenger cars or truck drivers. Police officers will therefore be making a special effort to apprehend impaired motorcyclists over the holiday weekend.

[LAW ENFORCEMENT OFFICIAL] reminds everyone:

- Be responsible and don't risk it ... you will be caught.
- If you plan to drink, choose a designated driver before going out.
- Take mass transit, a taxicab, or ask a sober friend to drive you home.
- Spend the night where the activity is held.
- Report impaired drivers to law enforcement.
- Always buckle up – it's your best defense against an impaired driver.

For more information about the crackdown on alcohol-related crash statistics, visit www.StopImpairedDriving.org



You Drink & Drive. You Lose. **National Crackdown Sample Press Release** **Youth Oriented**

[Organization Letterhead]
For Immediate Release

Contact: [Name]
[Phone, Cell, Beeper, E-Mail
Address]

FIRST *YOU DRINK & DRIVE. YOU LOSE* CRACKDOWN SINCE ALL 50 STATES ENACTED .08 BAC LAWS

Largest National Advertising Campaign to Highlight Law Enforcement Efforts

[Date][STUDENT GROUP] announced today its plans to participate in the *You Drink & Drive. You Lose.* nationwide crackdown from August 27 to September 12, 2004. This is the first since all 50 States and the District of Columbia enacted .08 Blood Alcohol Content (BAC) laws for impaired driving. Uniform BAC laws strengthen the hand of law enforcement to arrest and prosecute dangerous drunk drivers to the fullest extent of the law. Additionally, for the first time, the crackdown will take place during the Labor Day period to target the end-of-summer impaired driving problem. In 2002, more than 55% of fatalities in motor vehicle crashes that occurred during the Labor Day weekend were alcohol-related.

“Young people need to be reminded that drunk driving is far from cool; it’s dangerous and often times is deadly. So our message is clear – *You Drink & Drive. You Lose.*”, said [LOCAL STUDENT LEADER]. “We also need to remember that we are not invincible. Alcohol seriously impairs young adults’ ability to think straight and if combined with driving can turn into a disaster. We have our entire lives before us; don’t risk your future by driving drunk.”

The *You Drink & Drive. You Lose.* Crackdown, which began in 1999, combines highly visible law enforcement with a \$14 million national advertising campaign – the largest paid media buy in the crackdown’s history. Advertising during the crackdown highlights the law enforcement component that will be strictly enforcing drunk driving laws during the three-week crackdown period.

The National Highway Traffic Safety Administration (NHTSA) studies show that nearly 97 percent of Americans view drinking and driving by others as a threat to their families and themselves. Indeed, Americans support tougher enforcement

and rank drunk driving ahead of healthcare, poverty, the environment and gun control as an important social issue. The majority of Americans support increased enforcements efforts.

NHTSA estimates that 17,401 people were killed in alcohol-related crashes in 2003. This represents 40% of the 43,220 people killed in all traffic crashes. Last year, there was a more than 2% increase in fatalities of motorcyclists in alcohol-related crashes. To counter this deadly trend, law enforcement officers will be on the lookout for one or more of the following characteristics of motorcycle drivers: drifting during turns or curves, having trouble with dismount, and being unbalanced at stops.

[STUDENT LEADER/ORGANIZATION] reminds everyone:

- Be responsible and don't risk it ... you will be caught.
- If you plan to drink, choose a designated driver before going out.
- Take mass transit, a taxicab, or ask a sober friend to drive you home.
- Spend the night where the activity is held.
- Report impaired drivers to law enforcement.
- Always buckle up – it's your best defense against an impaired driver.

For more information about the crackdown or alcohol-related crash statistics, visit www.StopImpairedDriving.org